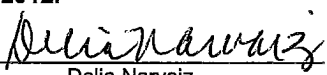


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE	
TRANSMITTAL FOR POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS	Atty. Docket No. (Opt.) VIGN1260-1
Applicant Sean M. McCullough	
Application Number 09/681,760	Filing or 371(c) Date May 31, 2001
Patent Number 7,251,687	Issue Date July 31, 2007
Title Method for Click-Stream Analysis Using Web Directory Reverse Categorization	
Group Art Unit 2154	Confirmation No. 6413

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

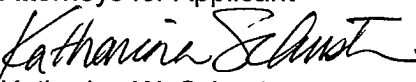
Dear Sir:

<p align="center"><u>Certificate of Transmission Under 37 C.F.R. § 1.8</u></p> <p>I hereby certify that this correspondence is being deposited electronically with the U.S. Patent and Trademark Office using the United States Patent and Trademark Office's EFS-Web system on <u>July 28, 2012.</u></p> <p align="center"> Delia Narvaiz</p>
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Enclosed please find a duly executed Power of Attorney or Revocation of Power of Attorney with a New Power of Attorney and Change of Correspondence Address, Statement under 37 CFR 3.73(b), and Attachment A, listing filing date and assignment recordation reel and frame number for the above-identified patent application. Applicant does not believe any fee is due or owing. If Applicant is in error, the Commissioner is hereby authorized to deduct the fees from Deposit Account No. 50-3183 of SPRINKLE IP LAW GROUP.

Respectfully submitted,

SPRINKLE IP LAW GROUP
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